IN THE CLAIMS

Please amend the claims as follows:

1.   (Currently Amended) A digital content pricing apparatus, comprising:

a sales computer to calculate a final price; and

a memory capable of being communicatively coupled with the sales computer, including a plurality of digital content items, wherein each one of the plurality of digital content items is associated with a base price and includes at least one item configuration option associated with an option price, and wherein each one of the plurality of digital content items is associated with [[a]] the final price related to the base price and the option price by a final pricing formula.

2.   (Original) The digital content pricing apparatus of claim 1, wherein at least one of the plurality of digital content items is directly associated with the final pricing formula.

3.   (Original) The digital content pricing apparatus of claim 1, wherein the memory includes a plurality of pricing formulae including the final pricing formula.

4.   (Original) The digital content pricing apparatus of claim 1, wherein at least one of the plurality of digital content items is associated with a plurality of configuration options, including the item configuration option.

5.   (Original) The digital content pricing apparatus of claim 1, wherein the final pricing formula includes an option adjustment factor associated with the item configuration option.

6.   (Withdrawn) The digital content pricing apparatus of claim 1, wherein the final pricing formula includes a non-option specific adjustment factor associated with at least one selected external factor.

7.   (Original) The digital content pricing apparatus of claim 6, wherein the at least one selected external factor is determined by a type of selected ones of the plurality of digital content items, a quantity of each type of the selected ones of the plurality of digital content items, the base price, and the option price.

8.   (Currently Amended) A digital content pricing system, comprising:

a sales computer to calculate a final price;

a purchase computer capable of being communicatively coupled with the sales computer; and

a memory capable of being communicatively coupled with the sales computer, including a plurality of digital content items, wherein each one of the plurality of digital content items is associated with a base price and at least one item configuration option associated with an option price, and wherein each one of the plurality of digital content items is associated with [[a]] the final price related to the base price and the option price by a final pricing formula.

9.   (Original) The digital content pricing system of claim 8, further comprising:

an item selection device capable of being communicatively coupled to the purchase computer.

10.   (Original) The digital content pricing system of claim 9, wherein at least one of the plurality of digital content items is directly associated with the final pricing formula.

11.   (Original) The digital content pricing system of claim 10, wherein the final pricing formula includes an option adjustment factor associated with the item configuration option.

12.   (Withdrawn) A method of pricing digital content, comprising:

selecting a digital content item associated with a base price;

selecting at least one configuration option associated with the digital content item, wherein the at least one configuration option is associated with an option price; and

calculating a final price associated with the digital content item, wherein the final price is related to the base price and the option price by a final pricing formula.

13.   (Withdrawn) The method of claim 12, further comprising:
selecting an option adjustment factor associated with the item configuration option; and modifying the final pricing formula to include the option adjustment factor.

14.   (Withdrawn) The method of claim 12, further comprising:
selecting a formula adjustment factor associated with at least one external factor; and modifying the final pricing formula to include the formula adjustment factor.

15.   (Withdrawn) The method of claim 14, comprising:
selecting a plurality of other digital content items associated with at least one other base price; and

selecting at least one other configuration option associated with the plurality of other digital content items, wherein the at least one other configuration option is associated with at least one other option price, and wherein the at least one external factor is determined by a number of selected ones of the plurality of other digital content items, a quantity of each one of the selected ones of the plurality of other digital content items, the at least one other base price, and the at least one other option price.

16.   (Withdrawn) The method of claim 12, further comprising:
specifying pricing information for a plurality of options associated with the digital content using a corresponding plurality of meta-data descriptors.

17.   (Withdrawn) The method of claim 16, further comprising:
specifying a final pricing formula in a meta-data descriptor associated with the digital content.

18.   (Withdrawn) A method of pricing a digital content product package, comprising:

receiving an item selection associated with a prospective purchase;

presenting a plurality of product options associated with the item;

receiving an indication of at least one option chosen from the plurality of product options;

calculating an item price related to the item selection and the indication of at least one

option chosen, wherein the item price is defined using a meta-data descriptor included in the

digital content package; and

calculating a final product price related to the item price.

19.   (Withdrawn) The method of claim 18, wherein the item price is related to an option price

associated with the indication of at least one option chosen, and wherein the option price is

defined using a meta-data descriptor included in the digital content package.

20.   (Withdrawn) The method of claim 18, further comprising:

verifying a payment associated with the final product price.

21.   (Withdrawn) An article comprising a machine-accessible medium having associated

data, wherein the data, when accessed, results in a machine performing:

selecting a digital content item associated with a base price;

selecting at least one configuration option associated with the digital content item,

wherein the at least one configuration option is associated with an option price; and

calculating a final price associated with the digital content item, wherein the final price is

related to the base price and the option price by a final pricing formula.

22.   (Withdrawn) The article of claim 21, wherein the machine-accessible medium further

includes data, which when accessed by the machine, results in the machine performing:

recording the at least one configuration option.

23.   (Withdrawn) The article of claim 21, wherein the machine-accessible medium further

includes data, which when accessed by the machine, results in the machine performing:

selecting an option adjustment factor associated with the item configuration option; and

modifying the final pricing formula to include the option adjustment factor.

24.   (Withdrawn) The article of claim 21, wherein the machine-accessible medium further

includes data, which when accessed by the machine, results in the machine performing:

selecting a non-item specific adjustment factor associated with the digital content item;

and

modifying the final pricing formula to include the non-item specific adjustment factor.